

Cobb County Department of Transportation - Project Fact Sheet

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Donald Lee Hollowell Parkway/ Veterans Memorial Highway Livable Centers Initiative

PROJECT PURPOSE

- Develop strategies to encourage redevelopment of underutilized centers
- Provide a variety of opportunities for housing, services, amenities and jobs
- Improve mobility and accessibility to all modes of transportation within the corridor
- Minimize potential land use conflicts with industrial uses and truck traffic

PROJECT SCHEDULE

- Planning process will start in November 2009 and conclude by March 2010
- Presentation to the Cobb County Board of Commissioners in June 2010

The City of Atlanta Bureau of Planning and the Cobb County Department of Transportation were awarded a Livable Centers Initiative* grant for Donald Lee Hollowell Parkway/Veterans Memorial Highway.

What is the purpose of the study?

The City of Atlanta and Cobb County are seeking to balance growth and development within the D.L. Hollowell Pkwy/ Veterans Memorial Highway corridor. The purpose of the study is to develop strategies to encourage redevelopment of underutilized commercial, some light industrial uses and public housing developments into vibrant mixed use centers; to strengthen existing industrial uses; to provide a variety of opportunities for housing, services, amenities and jobs that are desirable to the existing and growing residential community and existing employers in the area; to improve mobility and accessibility to all modes of transportation within the corridor to people of all ages and income levels; to minimize potential land use conflicts with industrial uses and truck traffic.

Who will be conducting the study?

The City of Atlanta and Cobb County selected a consultant team lead by Sizemore Group to conduct the planning process.

The team consists of:

Sizemore Group - Planning and Urban Design, Huntley Partners Inc - Market Study, Kimley Horn - Transportation, Bowler Engineers - Transportation, PEQ Inc- Public Participation, The Integral Group - Development Strategies



**What is the LCI program? The Livable Centers Initiative (LCI) is a program offered by the Atlanta Regional Commission that encourages local jurisdictions to plan and implement strategies that link transportation improvements with land use development strategies to create sustainable, livable communities consistent with regional development policies.*

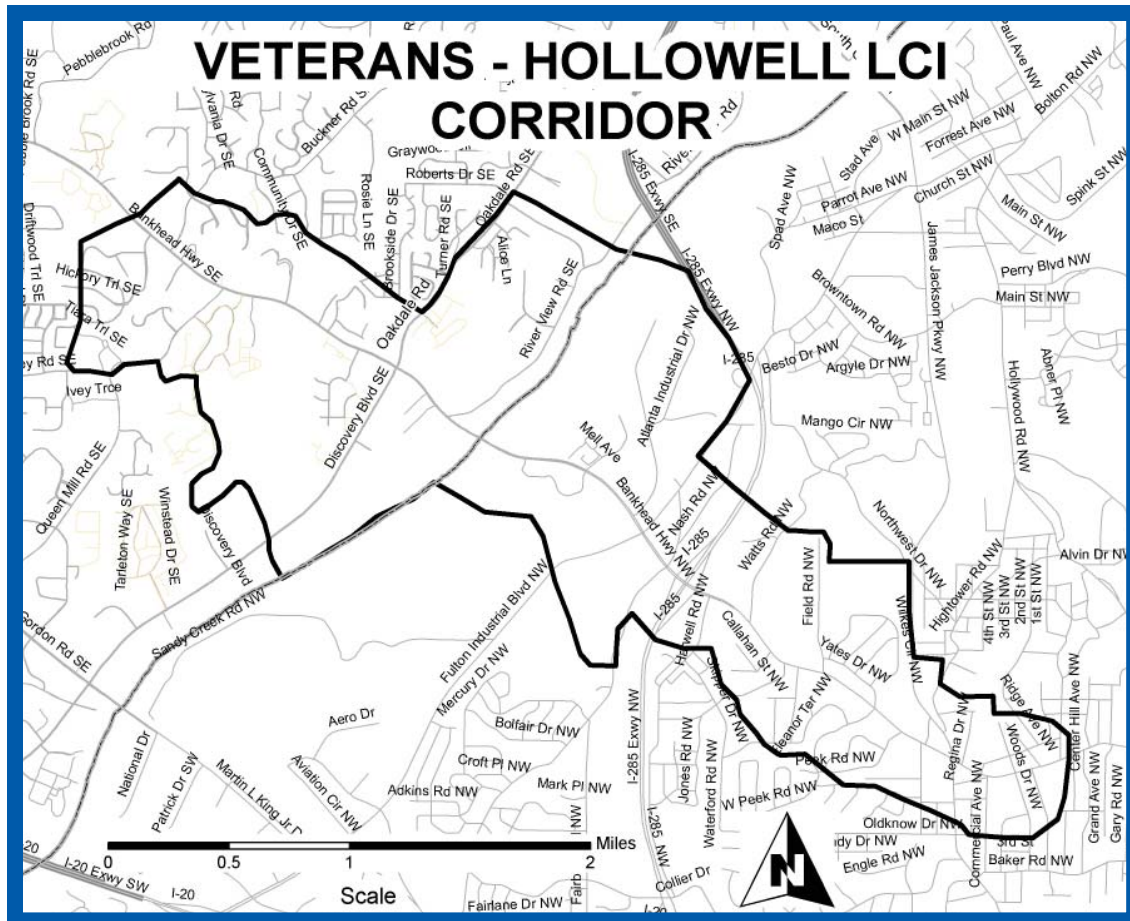
Cobb County...Expect the Best!

Map of Project Study Boundaries on reverse

Donald Lee Hollowell Parkway/ Veterans Memorial Highway Livable Centers Initiative

What are the study boundaries?

The study area encompasses an area of approximately 4 miles in length and 1/4 mile in width on either side of the corridor. The eastern boundary of the study area is Commercial Avenue, just east of the intersection of DL Hollowell and James Jackson Parkway in Atlanta. The western boundary is Buckner Road in Cobb County.



How can someone participate in the planning process?

There will be many opportunities to participate in the planning process. PEQ is preparing a Public Involvement Plan. An Advisory Committee will be created to solicit and provide input prior to the community meetings. In addition, there will be several community meetings. The planning process will start with a kick-off meeting, a visual preference survey will be conducted, and a design workshop will also be held. The first and final draft of the plan will be presented at community meetings. Anyone interested in participating in the Advisory Committee or in attending the community meetings, can contact the Bureau of Planning - see contact information below.

Additional Questions?

If you would like additional information or have questions, please contact:

Jessica Lavandier at the City of Atlanta Bureau of Planning 404-865-8522 or jlavandier@atlantaga.gov

Laraine Vance at the Cobb County Department of Transportation 770-528-1650 or lvance@cobbcounty.org